

# Los Angeles Sidewalk Vending



# Timeline: Motion 13-1493

**Nov. 6, 2013:** Councilmembers Huizar and Price sign motion directing the

Chief Legislative Analyst (CLA), along with the Bureau of Street Services, and in consultation with other departments as needed to present report on the regulation of food and merchandise street vending

**May 13, 2014:** CLA report presented with proposed framework

**Nov. 26, 2014:** Updated CLA report presented with proposed framework

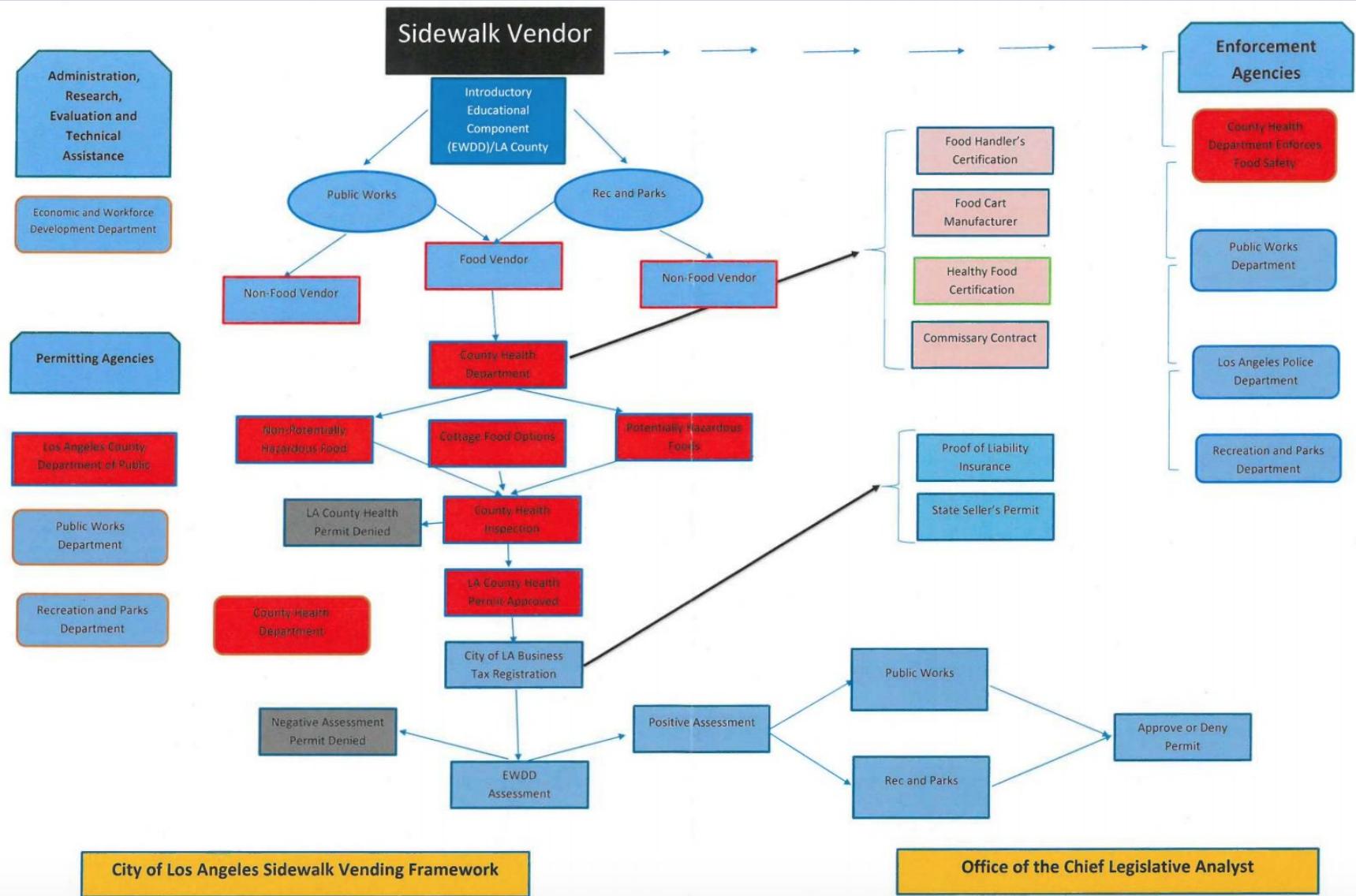
**March 2015:** Rodriguez Strategies hired for coalition-building efforts

**May 2015:** CLA community meetings begin

# CLA's Proposed Framework

- Blanket legalization of both food and merchandise vendors
- Stationary and mobile vending permits
- Programs educating vendors on rules and regulations
- County Public Health, Public Works, Recreation and Parks and LAPD as enforcement agencies
- No specific details on hours of operation, location, number of permits to be issued

# Proposed Regulatory Structure



# Opposition's Proposed Framework



- Citywide program (no opt-out/in)
- Roving Carts
- Permits starting at \$300
- 30% of funds earmarked for Healthy Food Cart Program
- 12-month grace period, can be extended up to 18 months
- First 2 violations: no fine, 3<sup>rd</sup> violation: \$150 fine, 4<sup>th</sup> violation: \$250 fine
- Fine structure resets after one year
- Enforced by Bureau of Street Services rather than LAPD

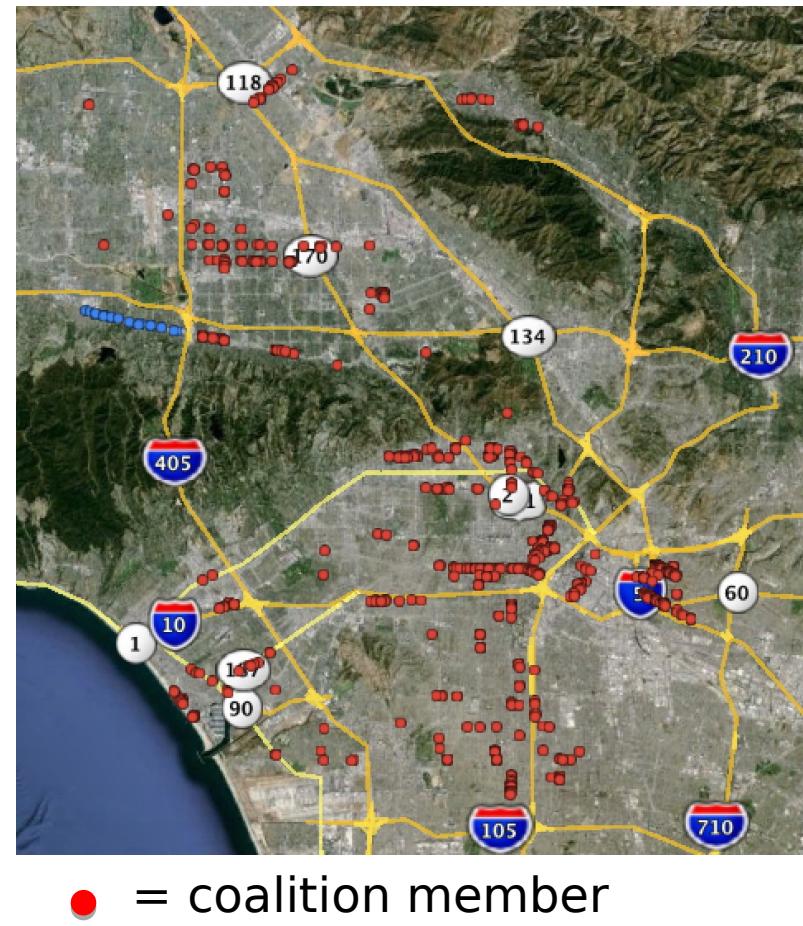
# Vending Regulations in Other Cities

- **Portland:** Street vendors need to gain written permission from the store owner if they are going to sell their wares in front of the establishment. It is unlikely in this scenario that the street vendor will be selling anything that competes with store. Street vendors are also required to have a certificate of liability insurance.
- **San Francisco:** Street vending is banned in residential areas.
- **Chicago:** Street vendors in this city can only sell whole, uncut fruits and vegetables. Vendors are not allowed to handle or prepare any food. This regulation promotes increased food safety and healthy eating.
- **New York:** Street vendor permits are capped at 3,000 and merchandise vendor permits are capped at 853.

# Coalition to Save Small Business

## Educate & Engage:

- 725+ signed petitions
- 200+ letters
- Meetings with City Council Members
- Letters of support from Chambers of Commerce, Neighborhood Councils, Homeowners Associations, and other stakeholder groups
- Identify and activate spokespeople for earned media



# Preferred Framework

## Advocate:

- ✓ Opt-in system
- ✓ Fully budgeted & complete cost recovery program
- ✓ Regulations that define cart specifications; limited number of city-issued permits; hours & locations of operation; mobility
- ✓ Enforcement with penalties that deter regulatory non-compliance

## SIGN THE PETITION TO SAVE SMALL BUSINESS

The Los Angeles City Council is considering a proposal to legalize sidewalk vending across the entire city. This legalization of sidewalk vending raises questions about health, safety, increased sidewalk congestion and trash.

This proposal is not fair to local business owners who pay taxes, utilities, and abide by the many regulations that go along with running a business. The city already has upwards of 50,000 vendors operating illegally that it is currently unable to regulate, and that number would only grow under the new proposal.

As small businesses in Los Angeles rebound from the recession and new ones open, they are bringing vibrancy and activity to our neighborhoods. Now is not the time to undercut and underbid these businesses.

Join businesses, residents and officials across the city in saying NO to a policy that hurts small businesses and puts the public at risk.

NAME: \_\_\_\_\_

BUSINESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

For more information: Phone: 323-553-1275 Email: [SaveSmallBusinessLA@gmail.com](mailto:SaveSmallBusinessLA@gmail.com) Visit: [Facebook.com/SaveSmallBusinessLA](http://Facebook.com/SaveSmallBusinessLA)

The Coalition to Save Small Businesses is composed of Los Angeles businesses, community members and organizations that oppose the blanket legalization of street vending.



"I'm very strongly opposed to the legalization of street vendors," Lopez said. "I pay rent, permits and a lot of other things. They think that just by paying \$50 they can sell on the streets, and it's not right. They don't pay for employees, electricity, they don't pay anything."

-Sigifredo Lopez, Owner of Uniform School

# CLA Community Meetings

May - August 2015

## **Model 1: Sidewalk Vending Status Quo**

- Increased enforcement of existing ban on vending

## **Model 2: Sidewalk Vending Permitted Citywide**

- Citywide legalization of sidewalk vending

## **Model 3: Community Driven Model**

- Communities throughout the city submit proposals for a legalization model

# Next Steps

- Submit letter to City Council and Council File 13-1493
- Attend and/or schedule individual meetings with council members
- Activate additional voices
- Publically advocate for opt-in, regulated and enforced framework
- Provide statements or op-ed for earned media efforts

# Upcoming Meetings

- **West LA City Hall**  
August 10, 6pm
- **Los Angeles City College**  
August 13, 6 pm

**August 2015**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# Resources

Jessica Borek

[jessica@rodriguezstrategies.com](mailto:jessica@rodriguezstrategies.com)

Facebook.com/SaveSmallBusinessLA

City of Los Angeles

*<http://sidewalkvending.lacity.org/>*